

DAVIES

29 West 34th St.

IMPORTANT SALE THURSDAY

Fur Trimmed Suits

For Women and Misses

NEW AND EXCLUSIVE MODELS
SHOWING FASHION'S LATEST TREND

\$16.95
\$19.95
\$24.95

Broadcloths, Velveteens,
Serges, Poplins, Gabar-
dines, Whipcords.

All wanted colors.

Collars, cuffs and borders
around bottom of coat
of the various furs in
demand.

Sizes 14 to 44 for women
and misses.

Alterations free, assuring an additional large saving.



\$19.95

NAVY WILL COMPETE WITH PRIVATE FIRMS IN MUNITIONS MAKING

Secretary Daniels Proposes
Government Plan to Do
Away With Excessive Profits.

RALPH, N. C., Oct. 19.—What the navy expects to do toward preventing private manufacturers from reaping excessive profits on the expenditure of hundreds of millions of dollars involved in the Administration's national defense program was outlined here today by Secretary Daniels in a speech at the North Carolina State Fair.

The Secretary said his annual report to Congress would recommend legislation to enable the Government to equip itself to build more naval craft, make its own armor plate and greatly extend its manufacture of munitions.

"The Government has invested many millions of dollars in navy yards," said the Secretary, "and unless this investment is utilized for new construction much of it is wasted. If the Government is prepared to construct naval craft private shipbuilding companies desiring contracts must compete with Government yards. This tends to secure competitive prices and prevent combinations between private corporations to charge higher prices than conditions justify."

"Not only must the yards be able to build ships, but naval establishments should be equipped to manufacture a portion of all munitions of war."

In this connection, Mr. Daniels pointed out that the government paid 10 cents a pound to a private manufacturer a few years ago for making powder, but the navy now was making it at a cost of about 25 cents a pound. Torpedoes and mines, he said, also were being manufactured by the navy at a great saving of money.

HOME GYMNASIUM FOR WOMEN

To Preserve Health, Strength
and Figure

BY PAULINE FURLONG



EXERCISE TO
CORRECT KNOCK
KNEES

NO. 34—A CORRECTIVE FOR KNOCK KNEES.

It is said that the tight skirt was the real cause of knock knees, but this can hardly be so, as many men and boys have them. It is my opinion that the evil started when children were first told to "turn their toes out," and, as I explained recently, this throws the hip joint in, thereby causing the bones and ligaments in the knees, legs and feet to lose their power and strength to hold the legs straight, as intended by nature.

Today's illustration shows an exercise to help overcome knock-knees and should be practised with great determination to get results and remove a disfigurement of many years' standing. Take your position as shown, with the hands resting on the hips to balance you, and stretch the right leg out and the knee around to the back as far as possible. Move only the knee from the hip, and do not move the trunk. Repeat the exercise with the left leg and alternate with both until you are slightly fatigued. This movement will surely relieve this condition to a very great extent if you are determined to overcome the trouble and will work faithfully.

I have told you repeatedly that there is no time in life, from infancy to ripe old age, in which the muscles will not respond to exercises and proper treatments, and if you grade them and select them with care as to their kind and number you will see results much sooner than the beginner imagines. All exercises for the legs are valuable for lending balance and poise, and greatly improve the muscles of the groin, hips and thighs and have a general effect of strengthening the nervous system.

PREMATURE OLD AGE.
For some reason, even the vain allow themselves to grow old prematurely, and we are constantly reminded that we are not living under natural conditions, shut up all day in offices, shops, &c., meanwhile assuming positions detrimental to the system, breathing impure air and going against nature at every turn. The only plausible reason for this is the great business competition and the high tension of the modern business methods, and day by day we see the individual activity become less physical and more mental.

All of the modern appliances, in apartments, offices and shops help us to get through life with the least amount of physical labor, until we learn to depend on them entirely and soon think climbing even a short flight of stairs a real effort and burden. The tired and physically overworked woman must learn to look on the exercises as play and not work and make every effort to practise them and learn how to intelligently care for the important organs of the body during the trying period of middle life.

Those of my readers who indulge in mental pursuits must learn that in time, without physical exercises, the body's nutriment will all be directed toward the brain, to increase its growth. This condition enlarges the blood vessels flowing to it, through the extra demand made upon them. Naturally the stomach, heart, lungs, muscles and other organs deprived of their share of the body's food, the blood, cannot ever attain the strength and efficiency intended for them by nature. This is the frequent cause of headache, insomnia and forgetfulness. For this class of my readers I advise taking hold of the exercises with great care, as over stimulation will only send more blood to the brain of those in this condition.

To-morrow's exercise will be of

Dandruff Soon Ruins The Hair

Girls—if you want plenty of thick, beautiful, glossy, silky hair, do by all means get rid of dandruff, for it will starve your hair and ruin it if you don't. It doesn't do much good to try to brush or wash it out. The only sure way to get rid of dandruff is to dissolve it, then you destroy it entirely. To do this, get about four ounces of ordinary liquid arvon; apply it at night when retiring; use enough to moisten the scalp and rub it in gently with the finger tips.

By morning, most, if not all, of your dandruff will be gone, and three or four more applications will completely dissolve and entirely destroy every single sign and trace of it.

You will find, too, that all itching and digging of the scalp will stop, and your hair will look and feel a hundred times better. You can get liquid arvon at any drug store. It is inexpensive and four ounces is all you will need, no matter how much dandruff you have. This simple remedy never fails.—Adv.

Investigation Proves

that various disease germs have their breeding-place in the waste products of the body. Don't, then, let your bowels clog and throw these harmful germs back on the blood. Take no chances with serious illness. Keep your bowels free, and the bile regulated with

BEECHAM'S PILLS

which promptly and surely relieve constipation, indigestion, biliousness and sick headache. They are compounded from drugs of vegetable origin—harmless and not habit-forming. The experience of three generations show that Beecham's Pills prevent disease and are

A Great Aid to Health

Directions of special value to women with every box. Sold by druggists throughout the world. In boxes, 10c., 25c.

Readers of Miss Furlong's articles are invited to write to her, in care of The Evening World, requesting information that will aid them in following her illustrated lessons.

Letters From Evening World Readers Following Miss Furlong's Lessons.

R. E. writes: "If I put milk on the face at night, will it fatten it and grow hair? Can lemon juice mixed with glycerine be used as an astringent on the neck? Your exercises have helped me to reduce many pounds."

The milk will neither fatten the face nor grow hair. Buttermilk is a better bleach and astringent for the skin. Use it on a perfectly clean face. Alcohol and witch hazel, equal quantities, makes a better astringent for the neck than the lemon and glycerine. Practise the neck and throat exercises, as these will do more than any astringent to tighten the flabby skin.

M. R. R. writes: "Your exercises have accomplished wonders for me and would have done more if I had known how to follow them more faithfully. Won't you please tell me what to do to develop the bust and fill out the unsightly hollows in the collarbone? Even when I gain pounds, these are always in sight."

The chest raising exercises will fill out these hollows in a very short time. Send me 10 cents and I will mail them, together with internal and external directions for developing the bust.

MRS. E. H. writes: "Words cannot express what your exercises have accomplished for me, and I am so anxious to gain two inches in height. Please tell me how."

Tranquil swinging and body twisting will help you if you are under twenty-four years of age.

E. L. Y. (Pittsburgh) writes: "Do you think a poltro can be cured? What causes it?"

It can. It is a nervous disease.

MRS. E. K. T. (Denver) writes: "Is it true that cold creams containing spermaceti will become rancid in a short time?"

It is true. Benzoin, in creams, prevents this, however.

The Fifth Avenue Shop

349, 351, 353 Fifth Avenue, at 34th St.

Have Prepared for THURSDAY

A MOST IMPORTANT SALE

"The Hat of the Hour"

Hats Trimmed with Real Numidy
Hats Trimmed with Real Gaurah
Gold and Silver Hats

The Smartest Hats for Afternoon or Evening Wear

Specialty Priced **7.50** Hats that cannot be duplicated for less than \$15.00.

ESTABLISHED 1857

Andrew Alexander

Sixth Avenue at Nineteenth Street

Smart slippers for afternoon or evening wear.

The one at the right is in patent leather with white kid piping and inlay on tongue. \$5. The dainty pump comes in patent colt and white or black kid at \$4, or blue and gray kid at \$5. They fit perfectly.

SUNDAY WORLD WANTS WORK MONDAY MORNING WONDERS

The John Wanamaker Store

Formerly A. T. Stewart & Co.

Broadway at Ninth.

A Change in Fashion Brings These Women's \$4 Shoes Down to \$2.65

They are the regular "Wanamaker-Special" shoes (so stamped on each sole) that sell every day for \$4. They are in perfect condition. Most of them have just come from the makers and are still in their original boxes.

Why Sell Them for \$2.65?

Because they have just one fault—they have cloth tops instead of leather tops; not the sensational highly-colored novelty tops; but plain gray and fawn.

The shoes are in the popular style of toe and heel which with black cloth tops are selling freely now. During last winter and late into spring these gray and fawn cloth tops were in great demand also.

But the demand has slackened. We have on hand a surplus stock. We take the loss.

The Loss Is Your Gain

There are five styles—three of them button—patent leather, plain toe with gray or fawn top, dull calf plain toe with gray cloth top—and two of them lace—patent leather plain toe with fawn cloth top and dull calf plain toe with gray cloth top.

With the button shoes one can get almost the same effect with these at \$2.65 as she would get with a pair of \$4 shoes with a spat costing \$1 to \$2 more because the cloth tops are put on with the "gaiter effect."

Double the Salesforce

There are 3502 pairs of these shoes and with this plain statement of just what they are we have so much faith in their selling rapidly at \$2.65 that we have doubled our salesforce and enlarged the seating capacity for the sale. Subway floor, Old Building.

More Good News for Women-- These Finely Tailored Suits, \$12.50

These suits are unusual from every viewpoint—

The materials are good; the coats are lined with peau de cygne; the nine styles are plainly tailored on smart lines; each skirt is different—some with pockets—and the price is exceptionally low.

Wool poplin in black, navy, taupe. Some with velvet collars, one with fur collar, braid trimming on others.

Thursday, in the Lower-Priced Fashion Store, Subway floor, Old Building.

New Blouses

\$3.75 for plaid silk blouses; new styles with convertible collars.

\$3 for black taffeta blouses, pleated back and front.

\$2 for self-striped navy blue or green taffeta blouses.

\$4.25 for velveteen over-blouse combined with taffeta silk and braid trimmed.

Special—about 200 striped silk blouses which were originally \$2.25; now \$1.50.

Subway floor, Old Building.

Special Sale of 250 Boys' Suits at \$6

They are equal to our \$8 grade. Each suit has 2 pairs knickers.

There are 6 patterns to choose from. These suits are a part of an order of 500 made specially for us from materials advantageously bought; dark mixtures of fine appearance and very durable.

COAT is a single breasted Norfolk, with two pleats front and back; knickers cut full, all seams taped and strong.

Thursday, Burlington Arcade floor, New Bldg.

"Whatever Else I May be, First, Last, and All the Time, I am an American Girl."—Geraldine Farrar.

Geraldine Farrar's Story of Her Own Career

It is the intensely human story of a modern American girl's conquest of the world in the most exacting of all the arts—a story of romance and adventure, peopled with the famous men and women of America and Europe today. Millions will see Miss Farrar this autumn on the moving-picture screen; other millions have heard her golden voice from the records; vast audiences have been swayed by her magic personality in those great operatic rôles that she has made her own. Everyone will want to read her story now for the first time told with perfect frankness by herself.

It begins in

THE LADIES' HOME JOURNAL

FOR NOVEMBER

On Sale Everywhere—15 Cents

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